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## ASIA PACIFIC RESEARCH COMMITTEE (APRC)

### MINUTES OF PRELIMINARY MEETING

Meeting: Asia Pacific Research Committee Preliminary Meeting  
Date: 26 April 2010  
Time: 1.15pm -2.15pm  
Host: JMRA  
Venue: Marriott Hotel, Malaysia  
Attendance: **AMSRs/ AMSRO:** Mr. Ian Thomas, Ms. Elissa Molloy  
**CMRA:** Ms. Gloria Jun Zhang  
**JMRA:** Mr. Michihiro Ota, Mr. Inahiro Suzuki  
**KORA:** Mr. Kee-hyoung Lee  
**MRSS:** Mr. Piers Lee  
**TMRS:** Ms. Warunee Chookhare, Ms. Dangjaitawin Anantachi (Orm)

#### WELCOME:

Mr. Ota, the Secretary-General for the APRC and Chair of International Affairs at JMRA, opened the meeting.

Mr. Ota asked each APRC delegate and member of the Secretariat team to introduce themselves, and also asked Ms. Elissa Molloy to prepare a minute for the preliminary meeting in Kuala Lumpur.

It was agreed that this meeting was a casual meeting; apologies were received from Mr. Liu De Huan and Mr. Andy Zhao. Ms. Gloria Jun Zhang was asked to attend the meeting in their place to represent CMRA.

### [Agenda 1: Welcome Ceremony for the MRSS, newest APRC member](#)

Mr. Ota welcomed the newest country to join the APRC - Singapore. Big flowers were presented to the MRSS President, Mr. Piers Lee, by Ms. Elissa Molloy. Mr. Lee thanked everyone and provided a brief overview of the MRSS. He advised that Singapore is keen to share knowledge and best practice with partners in the region.

### [Agenda 2: The 2<sup>nd</sup> APRC Conference in Tokyo](#)

Mr. Ota advised that the JMRA are busy organising the 2<sup>nd</sup> APRC conference: *Passion for the Next*. A colour 2 page double-sided flyer on the conference was handed to all delegates.

The conference will be held at The Westin Tokyo on 25 & 26 November 2010. It is the first time that JMRA will have a 2-day conference that has a global focus. They are hoping to get 500 delegates with 20-30% of these being clients.

The JMRA cordially ask the APRC member associations to send sizable delegations to the conference and cooperate in further energizing the APRC's activities through participation in the conference program.

An outline of conference and program with guidelines to APRC committee members was distributed to everyone at the meeting. Mr Ota talked the group through the proposed program. He advised that the JMRA hope that each Association will make one or more presentations at the APRC conference (up to a maximum of three) that provides local insights. It is requested that each Association provides a best paper speaker to present at the APRC conference.

### **Summary of the JMRA Guidelines document for the 2010 APRC conference:**

- The JMRA will offer a waiver of the conference fee and other benefits for program presenters and have also prepared a special discount on the conference participation fee for members of delegations from APRC member associations (Its details will be announced shortly after).
- We respectfully encourage all of you to participate in the 2010 conference. Please feel free to contact us should you have any questions, ideas, or advice concerning the details described below.
- Presenters may be either persons affiliated with the research associations (such as an association chairperson) or researchers recommended by the associations. Presentation time is very limited so please prepare concise and incisive presentations. Joint presentations with clients are also highly appreciated
- As a rule, presentations should be in English.

**Key sessions and events for the APRC member associations to make note of and contribute to:**

**[APRC Tokyo Summit 2010](#)**

Prior to the 2<sup>nd</sup> APRC Conference Tokyo 2010, the 2<sup>nd</sup> Summit Meeting of the APRC is scheduled to be held as follows;

- **Plenary Meeting**  
Date and time (planned): Nov. 24 (Wed.) 16:00 to 17:30  
Place (planned): The Westin Tokyo  
Agenda (planned): New member organization introduction ceremony  
2010 activities achieved and 2011 planned activities
- **Welcome Dinner Party**  
(Gathering on the eve of the conference by invitation only for all APRC committee members and Secretariat team members)  
  
Date and time (planned): Nov. 24 (Wed.) 18:00 to 20:00  
Place (planned): The vicinity of Ebisu Garden Place  
Participation charge: (Free of charge courtesy of the APRC)

**[The 2<sup>nd</sup> APRC Conference Tokyo 2010](#)**

**1) DAY\_01 (Nov. 25, Thursday) 11:10 to 12:30**

○ **Title (provisional)**  
“The Hidden Truth of Asia” --- New Insights from Researchers around the Asia Pacific Region

○ **Program Outline**

APRC member associations provide new viewpoints that reveal the truth about consumers in the Asia Pacific region on the basis of their knowledge as research professionals, consumer understanding firmly rooted in local markets, and reliable research methods. It is in-country professional researchers who are only able to understand the real Asia. Search for your own clues to understanding of the Asia of today and tomorrow.

○ **Time Slots (proposed):**

- 11:10 - 11:15 Introductions by the session chair
- 11:15 - 12:15 Presentations by research association representatives (in alphabetic order by country)
  - 🕒 11:15 - 11:25, A Hidden Truth about Australia's Consumers (AMSRs)
  - 🕒 11:25 - 11:35, A Hidden Truth about China's Consumers (CMRA)
  - 🕒 11:35 - 11:45, A Hidden Truth about Japan's Consumers (JMRA)
  - 🕒 11:45 - 11:55, A Hidden Truth about Korea's Consumers (KORA)
  - 🕒 11:55 - 12:05, A Hidden Truth about Singapore's Consumers (MRSS)
  - 🕒 12:05 - 12:15, A Hidden Truth about Thailand's Consumers (TMRS)
- 12:15 - 12:28 Q&A
- 12:28 - 12:30 Closing remarks by the session chair (provisional)

○ **[Guidance for the APRC member associations:](#)**

We strongly hope that you make one or more presentations (up to a maximum of three) that provide local insights: that is, the most important (contemporary, profound, and essential) perspectives for understanding local consumers from the viewpoint of marketing researchers that are based on rigorous data and knowledge. We ask you to reveal a hidden truth about consumers in your country known only to the research association rather than a stereotyped

point of view already covered in the media or marketing and/or sociology texts. Accordingly, the presenters may be either persons affiliated with the research associations (such as an association chairperson) or researchers recommended by the associations. We sincerely hope that you put your association's pride and reputation on the line and cooperate in ensuring an excellent competition to offer local insights. Since presentation time is very limited, please prepare concise and incisive presentations. (Handouts will be distributed to conference participants.) It will be possible to follow up on the presentation content in greater detail at the "Interactive Session" that begins at 4:10 P.M. the same day.

## **2) DAY\_01 (Nov. 25, Thursday) 13:50 to 15:50**

### **○ Title (provisional)**

**"The New Challenges for Research Innovation" --- Excellent Papers from the APRC Member Countries**

### **○ Program Outline**

APRC member associations strive to develop excellent researchers and improve research technologies by holding cross-industrial conferences and training seminars. The research presentations presented in this program are excellent papers selected by each of the APRC member research associations. The thought-provoking presentations cover wide-ranging topics, including the development of highly advanced research methods and research technologies, unique approaches for explaining local markets and consumers, and messages from global researchers to global marketers. Enjoy this introduction to new and exciting research trends originating from Asia Pacific regions.

### **○ Time Slots (proposed):**

- 13:50 - 15:35 Followed by introduction by session chair, speaker introductions by research association representatives and researcher talks (in reverse-alphabetic order by country)
- 🕒 13:55 - 14:10, Excellent Research Paper from Thailand (TMRS)
  - 🕒 14:15 - 14:30, Excellent Research Paper from Singapore (MRSS)
  - 🕒 14:35 - 14:50, Excellent Research Paper from Korea (KORA)
  - 🕒 14:55 - 15:10, Excellent Research Paper from China (CMRA)
  - 🕒 15:15 - 15:30, Excellent Research Paper from Australia (AMSRs)
- 15:35 - 15:48 Q&A
- 15:48 - 15:50 Closing remarks by the session chair (provisional)

### **○ [Guidance for the APRC member associations:](#)**

This will be a friendly competition of research papers recommended with confidence by the APRC member research association of each country. Although no particular theme will be set for this session, the papers should be related to the objectives of the APRC and the main theme of the APRC Conference. Accordingly, we cordially ask you to select the research papers or presenters you consider most appropriate from your research association's unique perspective. Feel free to select themes presented at your national conferences, education seminars, or other venues. Please send an enthusiastic message to researchers and marketers from Asia and Pacific regions by imparting information on the latest research methods, new trends in marketing thinking, data analysis models or tools (please refrain from commercial demonstrations), or the hottest local insights for understanding your markets. This is the perfect opportunity to enhance the presence of marketing researchers in your country as well as in our region in Asia Pacific. Presenters may be researchers selected and recommended by the research associations. (Joint presentations with clients are also highly appreciated.) As a rule, presentations should be in English. We strongly hope that you put your association's pride and reputation on the line and cooperate to ensure an excellent research paper competition.

### **3) DAY 01 (Nov. 25, Thursday) 16:10 to 17:30**

#### **○ Interactive Session**

##### **○ Title (provisional)**

"Market Research Market" --- Diversities and Fundamentals of Research Environments in the Asia Pacific Region

##### **○ Program Outline**

Global researchers from APRC member countries come together for a heart-to-heart discussion of the research situation in their countries, hot topics, secrets for success in multi-country and cross-cultural research, and other matters of interest. In a rare opportunity for real (non-virtual) and direct (face-to-face) communications with fellow researchers from other countries, participants discuss from a researcher's perspective ways of overcoming the communication gaps and key points for understanding differences in culture and national traits. Be sure to take advantage of this opportunity to expand your research network in the Asia Pacific regions.

##### **○ Session Arrangements (proposed):**

- Six semi-large round tables are prepared at the conference venue (with 15 to 20 chairs at each table).
- One table is arranged for each of the six APRC countries (with small national flags as table centrepieces).
- At each table, two table chairpersons (representatives of each research association) serve as hosts and facilitators.
- If possible, each table chairperson wears a form of native dress of his or her country, and food and beverages typical of the country are placed on each table.
- Each table is equipped with a PC and display for interactive presentations.
- JMRA (International Affairs Committee) members assist at each table (providing interpreting assistance, discussion facilitation, support for minutes preparation, etc.).
- For the session, in principle communication is in English (with support for Japanese, Thai, Korean, Chinese, etc. considered as necessary).

##### **○ Time Slots (proposed)**

16:10 - 16:20 Session chair introductions, guidance of visitors to tables (mixing of visitors of various nationalities)

16:20 - 16:35 Chairpersons at each table make a short presentation (on industry trends, research environment)

16:35 - 17:15 Main discussion points:

- 1) The (one or two) greatest obstacle facing foreign researchers in the country
- 2) The (one or two) greatest obstacle facing researchers from the country for projects from overseas
- 3) The (one or two) most important point for understanding the market in the country
- 4) The (one or two) most important point for successful research in the country

17:15 - 17:27 Discussion results presented by chairpersons from each table (2 minutes each)

17:27 - 17:30 Closing remarks by the session chair ("Key factors for success in global research)

- 📍 Table 1: Australia (AMSRs)
- 📍 Table 2: China (CMRA)
- 📍 Table 3: Japan (JMRA)
- 📍 Table 4: Korea (KORA)
- 📍 Table 5: Singapore (MRSS)
- 📍 Table 6: Thailand (TMRS)

○ **Guidance for the APRC member associations:** This session will be conducted in a workshop-lecture hybrid format. Accordingly, each APRC member research association will take the initiative in the operation of its own table. (Of course, the JMRA International Affairs Committee will assist.) Since researchers and marketers highly interested in research in the respective countries will be seated at each table, be sure to emphasize the enthusiasm of researchers and high level of research conducted in your country. Also, in principle, communication at the tables will be in English. (If JMRA support for Japanese, Thai, Korean, Chinese, or other languages is necessary, it will be considered separately.) We hope your cooperation in making the interactive session an exciting venue for publicizing the research industry in member countries.

**4) DAY 01 (Nov. 25, Thursday) 18:00 - 20:00**

○ **Title (provisional)**  
“Crystal Dinner Party”

○ **Program Outline**

At the dinner party, APRC member association delegations, marketers from Japan and abroad, and researchers from Japan will meet and mingle. Be sure to take advantage of this occasion to develop cross-border social and personal networks, promote your business, and foster international goodwill. We plan to make each research association prepare a unique performance or other entertainment to perform on a stage at the dinner. We cordially ask your cooperation in this matter and will contact you once details have been decided. Please note that participation in the dinner is by reservation. We plan on about 200 participants overall. We are making preparations for the dinner on the assumption that all members of the APRC member research association delegations will participate.

**5) DAY 02 (Nov. 26, Friday) 09:30 to 10:15**

○ **Title (provisional)**  
“Best Practices of Online Research in the Asia Pacific and Implications of Digital Impacts on Consumers”  
--- Findings and Insights from the APRC Joint Collaborative Research Projects

○ **Program Outline**

As part of its primary activities, the APRC conducts cross-boarder research projects in the Asia Pacific through the collaboration of the APRC member associations for the purpose of raising the level of research technologies and promoting the development of Asia-Pacific-focused research approaches and technologies. Today we will present findings and insights from those joint collaborative research projects.

The focus of the presentations will be the state of online research in the Asia Pacific, and the presenters will explain the current state of online research and associated issues and provide implications for the future from the marketing researcher’s perspective. At the same time, this online research will also reveal the reality of consumption and buying behaviour through consumer digital media from the countries in the Asia Pacific regions. In the presentations, we will share the knowledge obtained by the APRC working group about a number of important matters in the Asia Pacific region, where digitization is rapidly advancing. What’s new on the horizon? What is changing and what will stay the same, and what are the implications for marketing and research? What are superficial changes and what are the essential behaviour patterns deep within consumers in the Asia Pacific region that will remain unaffected even by the changing times? Participants can look forward to the revelation of important truths about “single-byte Asia.”

○ **Time Slots (proposed)**

- 09:30 - 09:35 Introduction by the session chairperson  
09:35 - 09:55 Presentation by the JMRA Research & Development Committee on Survey Technologies  
(*Online research as a research method and the state of online research operation in the Asia Pacific region*)  
09:55-10:15 Presentation by APRC working group representative(s)  
(*The impact of the advancement of digitization in the Asia Pacific region and suggestions*)  
10:15-10:20 Q&A, closing remarks by the session chairperson

○ **Guidance for the APRC member associations and the APRC working group members:**

This session will be a presentation of the findings of The APRC Joint Collaborative Research Projects among five countries including Australia, China, Japan, Korea, and Thailand, for which preparations began last November.

In the first half of the session, a presenter who is a member of the project working group and also a member of the JMRA Research & Development Committee on Survey Technologies (a Japanese national to be presented) will make a presentation principally about online research as a research method and the state of online research operation in Asia Pacific countries.

In the second half, a representative(s) of the APRC project working group will make a presentation of the essence of the findings from the joint collaborative research projects. The second-half presenter will be from a research association other than JMRA. Please decide within the working group members the presentation content and presenter. We cordially ask the project working group members to consider the details of the second half of the session.

**6) DAY 02 (Nov. 26, Friday) 17:10 to 17:30**

○ **Title (provisional)**

**Announcement of the Host City of the Third APRC Conference in 2011**

○ **Program Outline**

To bring the Tokyo conference to a close, the 2011 APRC Conference host city will be announced. To add excitement to the host city announcement a rousing occasion, we ask all APRC Committee members take the stage and participate in a ceremony to hand the APRC flag (now being prepared) from JMRA to CMRA.

○ **Time Slots (proposed)**

- 17:10 - 17:20 Closing message from the APRC (JMRA) chairperson  
17:20 - 17:30 Acceptance and invitation message from the CMRA chairperson

**7) DAY 02 (Nov. 26, Friday) 17:30 to 19:00**

○ **Title (provisional)**

**Farewell Cocktail Party**

○ **Program Outline**

A casual, cozy, and happy harmony cocktail party will be held as a place for final networking among conference participants. We earnestly ask all participants from the APRC member associations to participate.

○ **Special thanks to CMRA:**

During the Farewell Cocktail Party, to set the stage for a successful “**APRC 2011 Conference China**” we would like to display on a screen images to introduce the host city,

including an introductory overview of the conference plan. We cordially ask CMRA's cooperation in preparing this material and ask CMRA to decide the runtime and content at your discretion.

### **ACTION 1**

***All association members please review the APRC conference documents that have been prepared by JMRA and started planning which papers/presenters to send to Tokyo in November. All APRC presentations and papers are needed by August 2010 (Details of the schedules will be announced shortly after).***

### **Conference costs:**

JMRA have been working out the pricing for the conference and it can be found on the back page of the "Passion for the Next" color flyer that was distributed to all members.

Conference fees: JPY30,000.-  
Crystal Dinner: JPY10,000.-

Each association will receive 4 tickets free of charge (2 for APRC members & 2 for speakers)

JMRA also have been working out promotional packages for the delegates from the APRC member countries. Its details will be announced shortly after.

### **ACTION 2**

***All association members please promote the 2<sup>nd</sup> APRC conference to their members.***

### **Agenda 3: Brainstorming on APRC Logo**

Ota-san advised that they had been working with a designer on an APRC logo. Four logo designs were handed out to the committee to review. Feedback from requested from each association by 14 May 2010.

### **ACTION 3**

***Each association is to provide feedback on their preferred APRC logo design to Mr. Ota by 14 May 2010.***

### **Agenda 4: Administrative Paperwork: Audit report 2009, Annual Membership Fee**

A copy of the 2<sup>nd</sup> audit report was handed to all members at the meeting by Mr. Ota.



**APRC (Asia Pacific Research Committee)  
Audit Report for the FY 2009 (From April 1<sup>st</sup> March 31<sup>st</sup>, 2010)**

Audited by Mr. Fumie Takeuchi  
CPA, CTA, GODO Accountancy Firm, 2-16-15, Hirakawa-cho, Chiyodaku, Tokyo  
Dated April 22<sup>nd</sup>, 2010

- **Income: Annual membership fee from the APRC member associations**

AMSRs:	US\$1,000.-
CMRA:	US\$1,000.-
JMRA:	US\$1,000.-
KORA:	US\$1,000.-
TMRS:	US\$500.-
<b>TOTAL:</b>	<b>US\$4,500.-</b>
  
- **Expenditure: Administrative and operating cost of the APRC**
  - One-day free-pass tickets for the APRC representatives at the 1<sup>st</sup> APRC Conference in Sydney:

	US\$1,347.-
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  - Catering cost at the APRC Summit in Sydney on October 2<sup>nd</sup>, 2009:

	US\$1,400.-
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  - Communication and miscellaneous cost:

	US\$371.-
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<b>TOTAL:</b>	<b>US\$3,118.-</b>
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- **Balance forward as of March 31<sup>st</sup>, 2010**

<b>TOTAL:</b>	<b>US\$1,382.-</b>
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**The 2010-2011 membership fees for APRC**

An invoice for the 2010-2011 membership fees for APRC was included in the handouts provided for the meeting by Mr. Ota.

The invoice for 2010 APRC membership fee for the fiscal year starting April 1<sup>st</sup> 2010 to till March 31<sup>st</sup> 2011 is based on the agreement made at the APRC summit meeting in Sydney on October 2<sup>nd</sup>, 2009, and its details by respective associations are as follows;

AMSRs/AMSRO:	US\$1,500.-
CMRA:	US\$1,500.-
JMRA:	US\$3,000.-
KORA:	US\$1,500.-
MRSS:	US\$500.-
TMRS:	US\$500.-

Each the above membership fees should be made remittance to the following bank account, JMRA's bank account in Tokyo;

Mizuho Bank Limited.  
Iidabashi Branch, Ordinary Deposit/Account No.0660769  
SWIFT No. MHBK JPJT

Please contact Mr. Noriaki Tateishi, APRC Secretariat team and JMRA Secretary General, should you have any questions about the above invoices.

**ACTION 4**

***All APRC members please pay the 2010-2011 membership invoices, based upon the electronic version of all documents to the APRC members sent by Mr. Ota.***

**Contact Profile Sheets**

Profile documents on each APRC member association were distributed. Each association please check that the information is up to date.

**ACTION 5**

***All APRC members please check their profile document is accurate and up to date.***

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Meeting wound up. Ms. Elissa Molloy thanked JMRA and Mr. Ota for his considerable work on the APRC committee and presented him with a wonderful gift.

Preliminary meeting in Kuala Lumpur closed at 2.15pm.

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**See you all again in November at The 2010 APRC Conference Tokyo!**